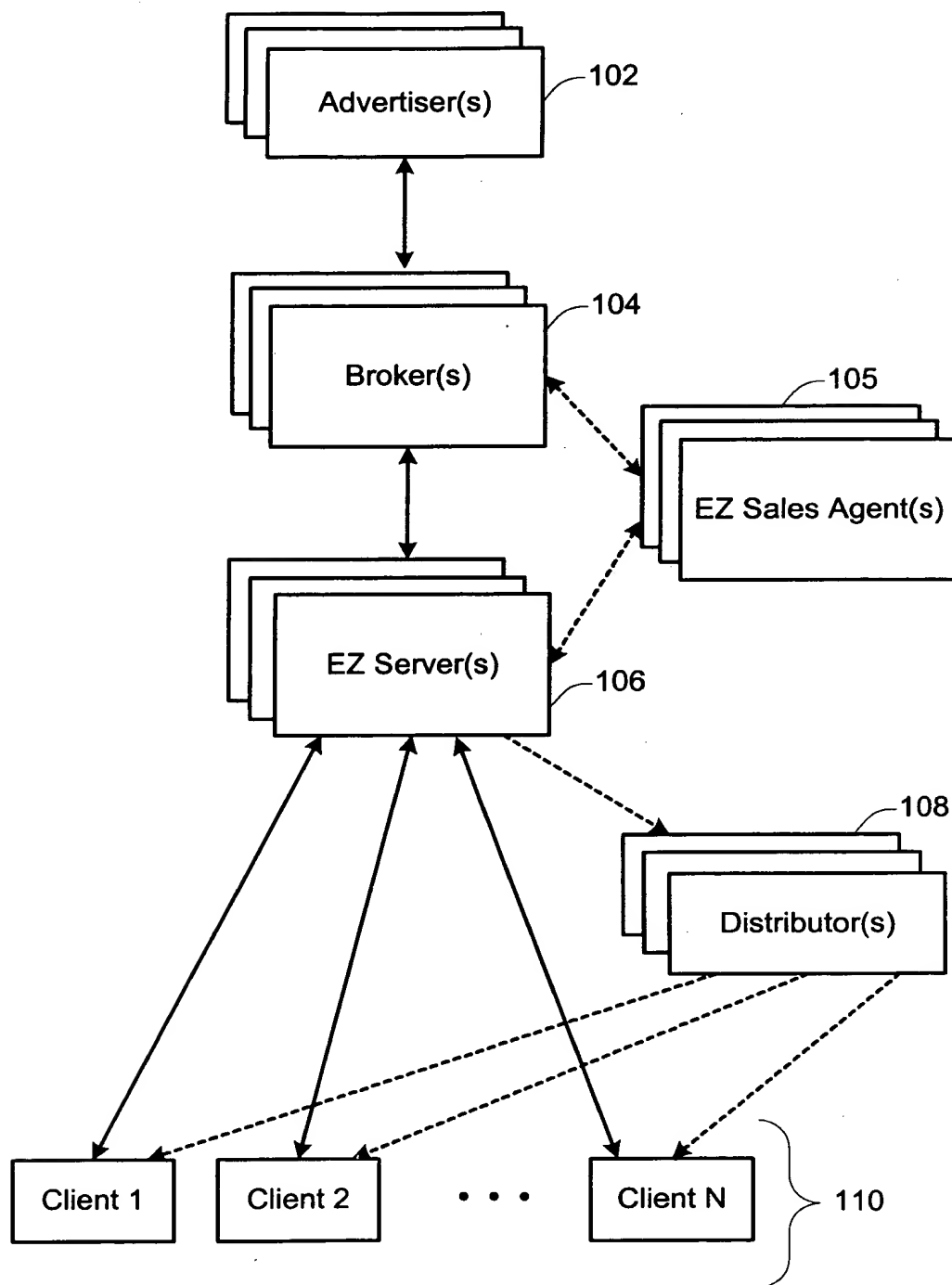


1/45



100

Fig. 1

2/45

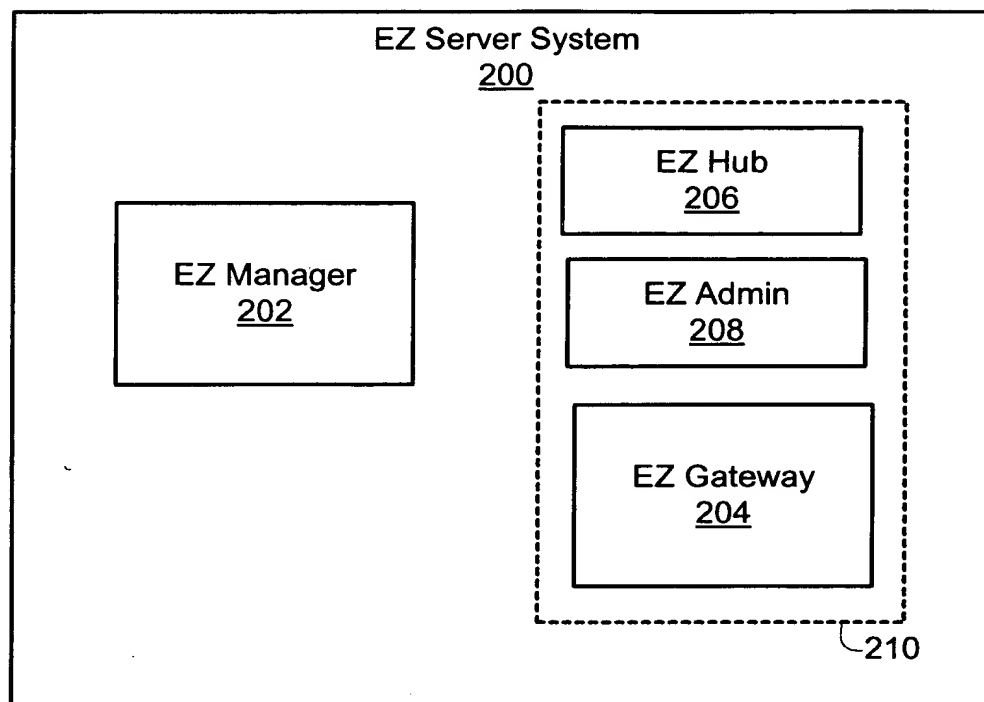


Fig. 2

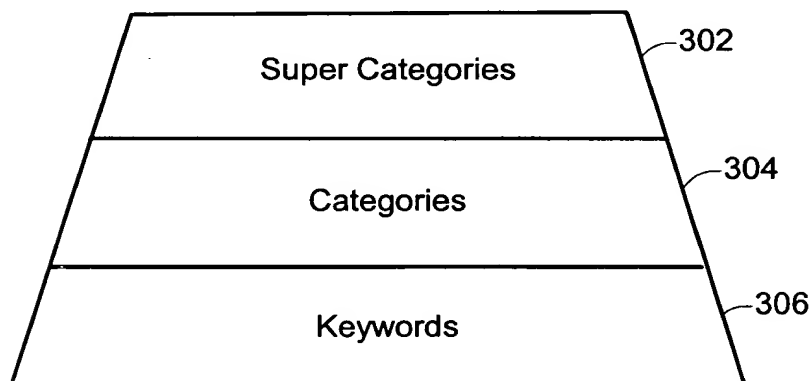


Fig. 3

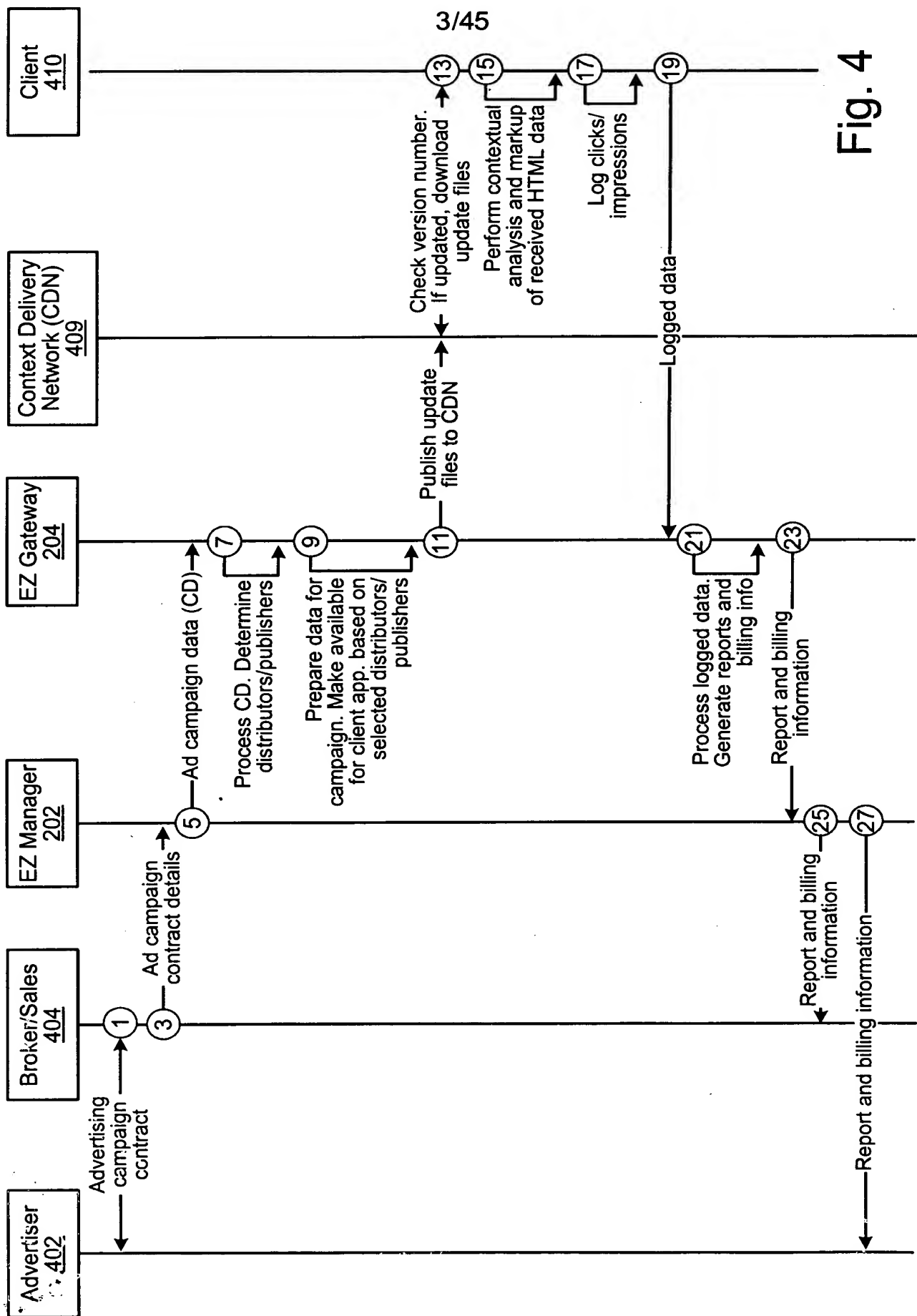


Fig. 4

4/45

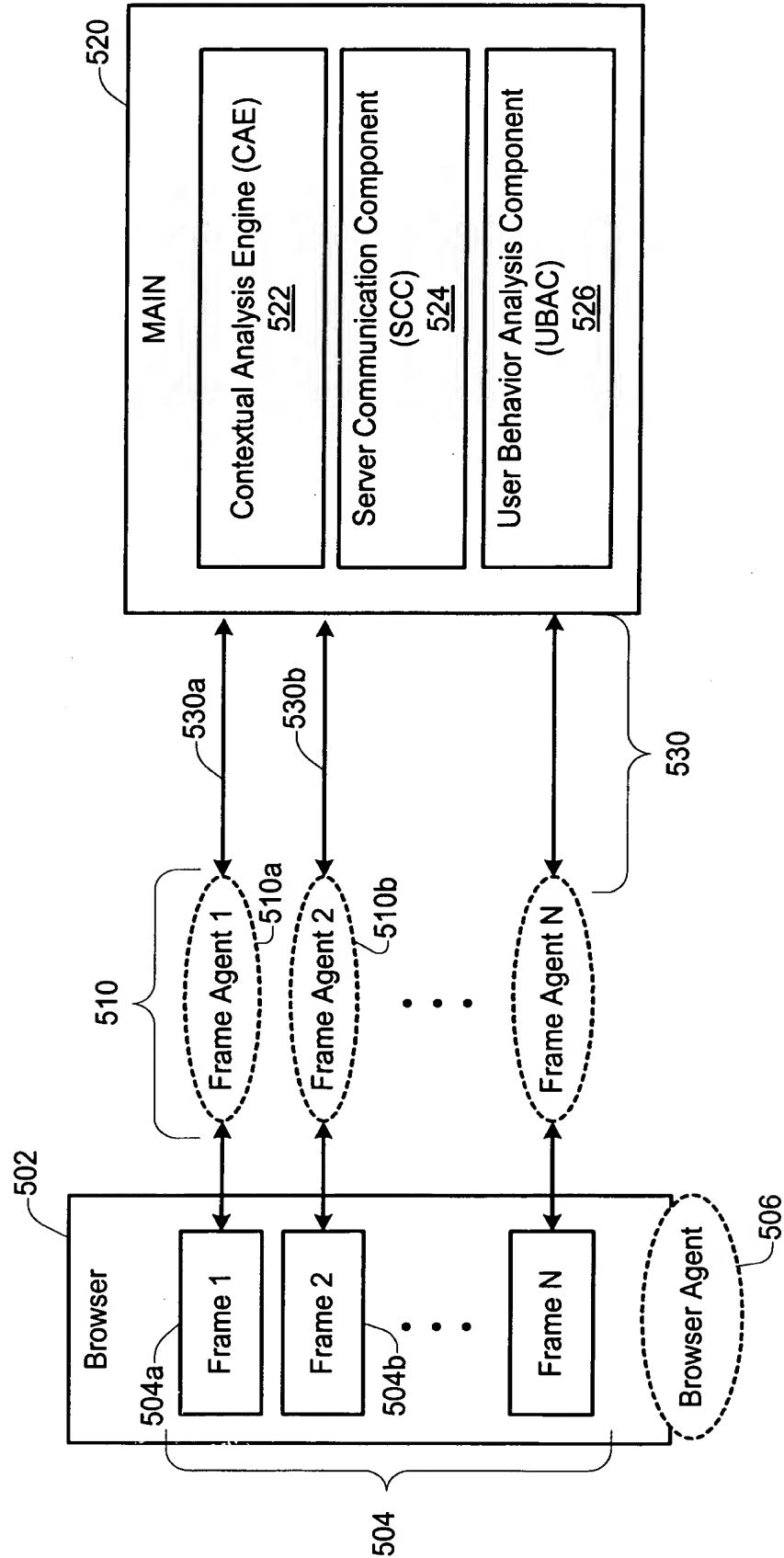


Fig. 5A

5/45

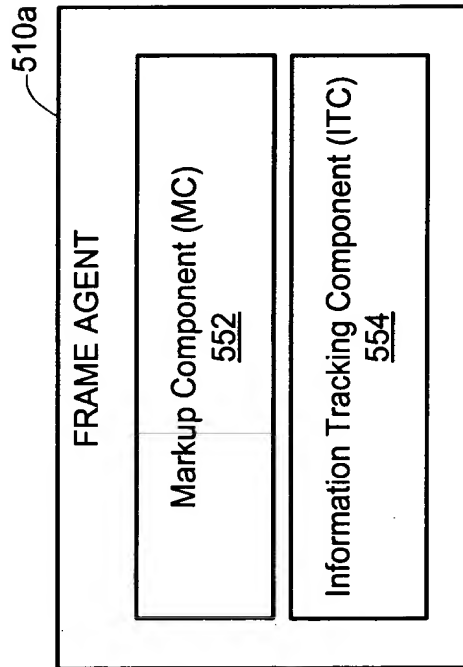


Fig. 5B

6/45

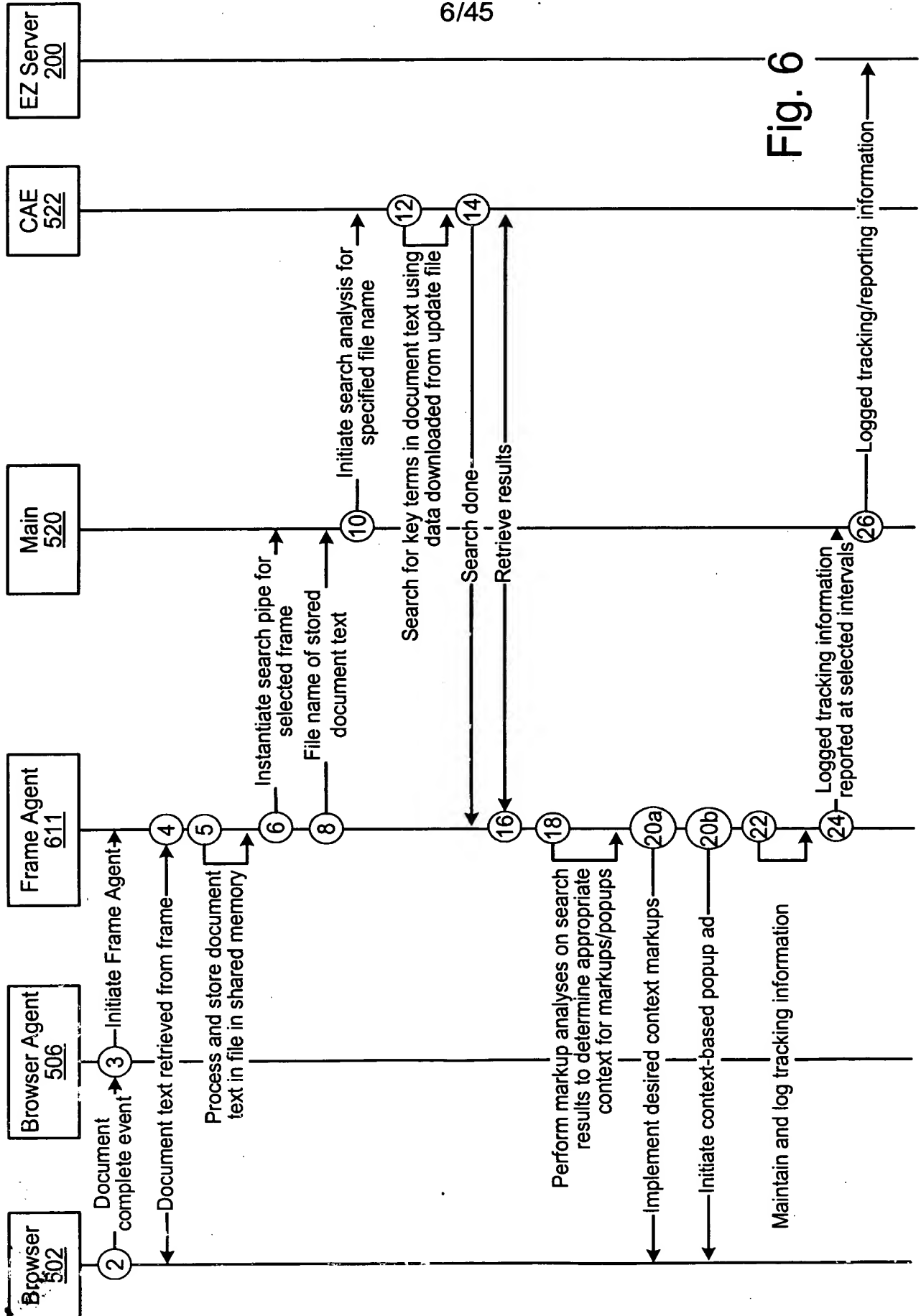


Fig. 6

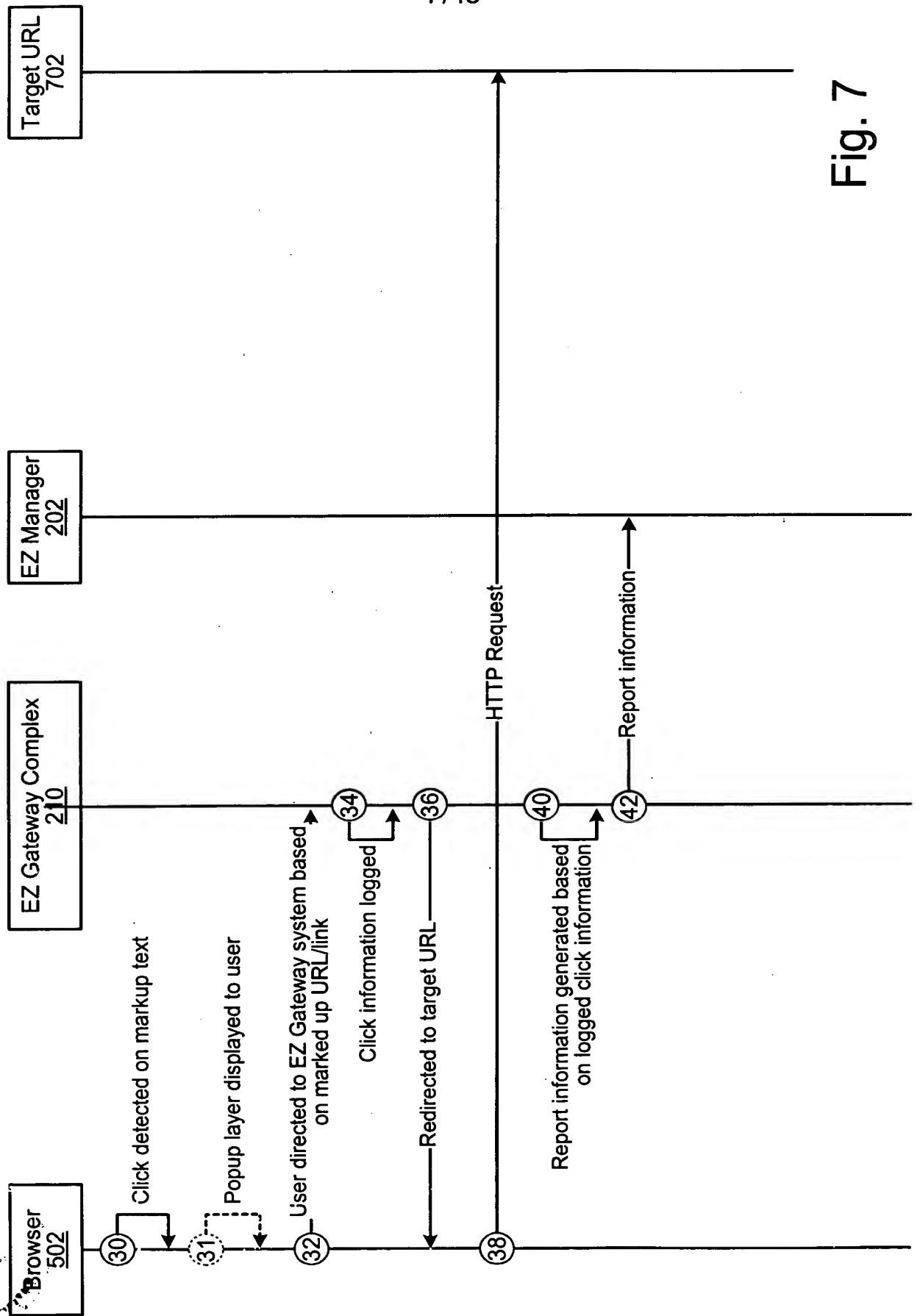


Fig. 7

8/45

Fig. 8

802	804	806	808	812	814	816
Category ID	Category Type	Max number of underlines	Category Priority	Category Name	Restricted Site IDs	Restriction Indicator

800

Fig. 9A

902	904	906	908	912	914	916	918
Key Phrase or Title ID	Display String Type	Threshold Value	Match/Display Properties	Display String Text	Alternate Display Strings	Negative Words	Parent Category ID

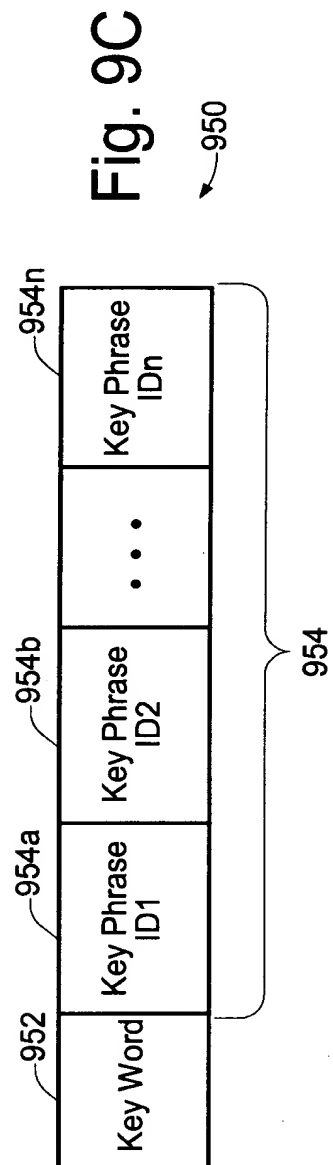
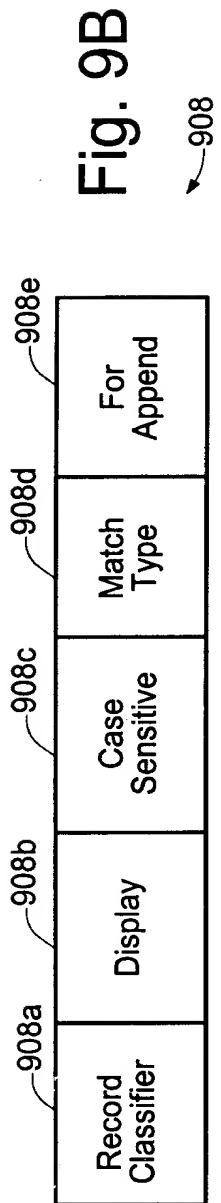
900

Fig. 10

1002	1004	1006
Site ID	Site Name	Group ID

1000

9/45



10/45

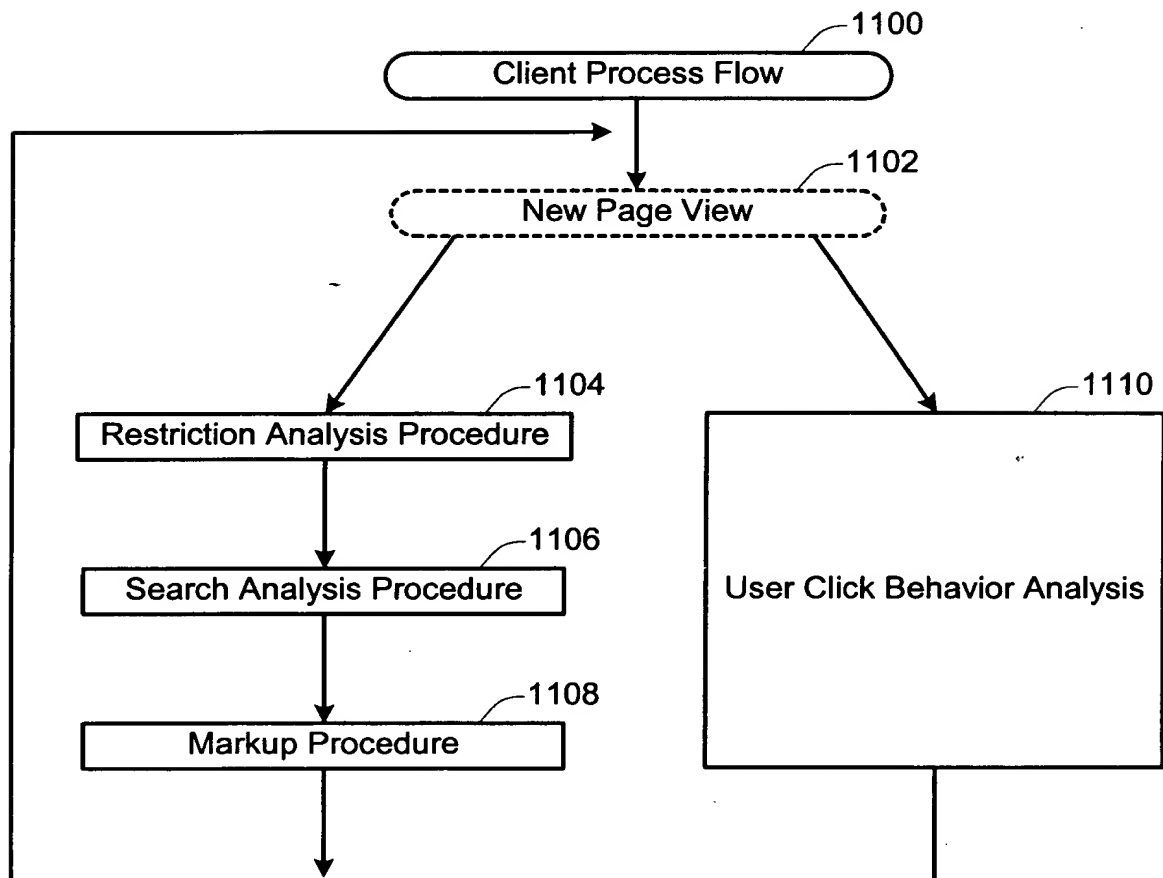


Fig. 11

11/45

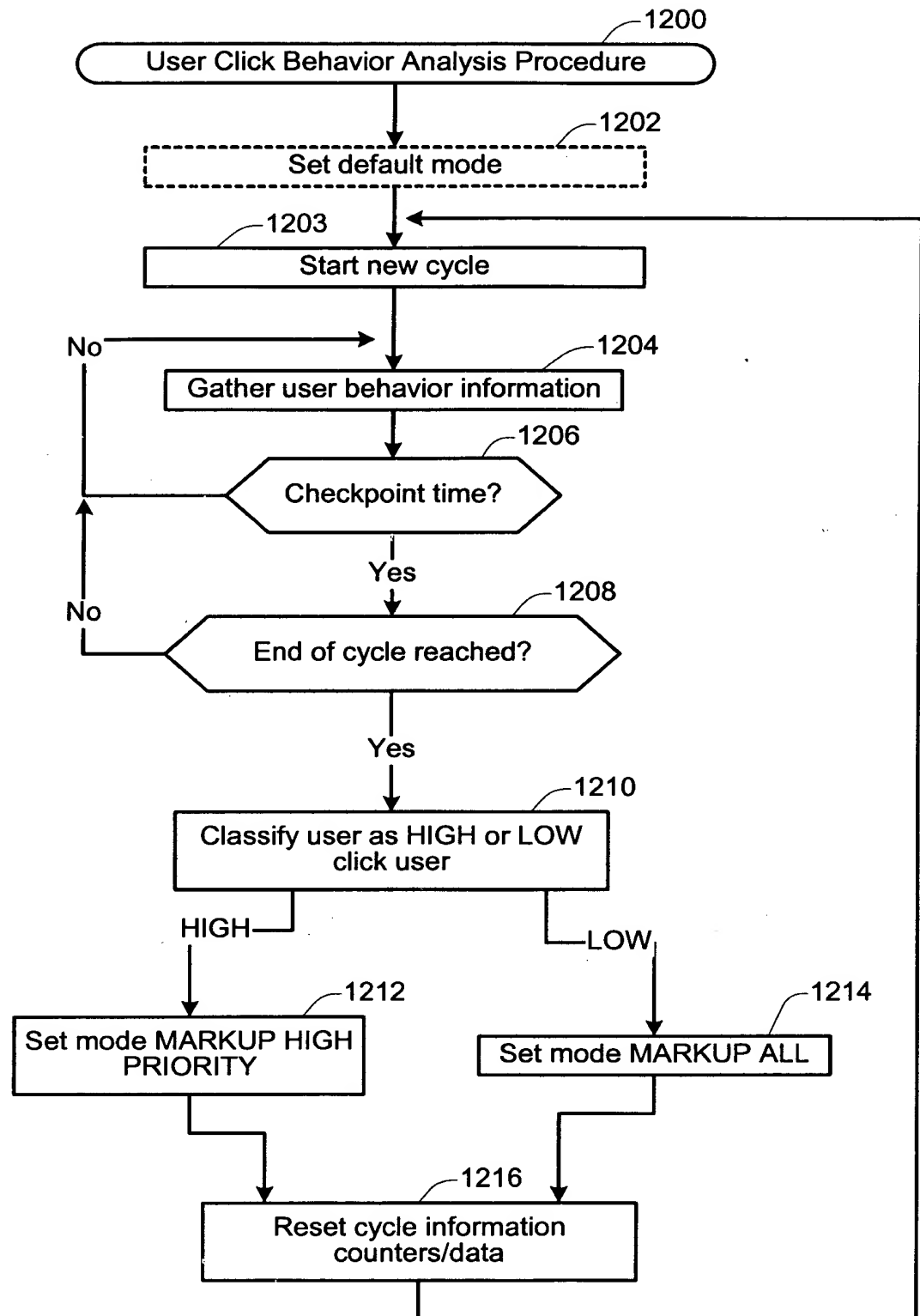


Fig. 12

12/45

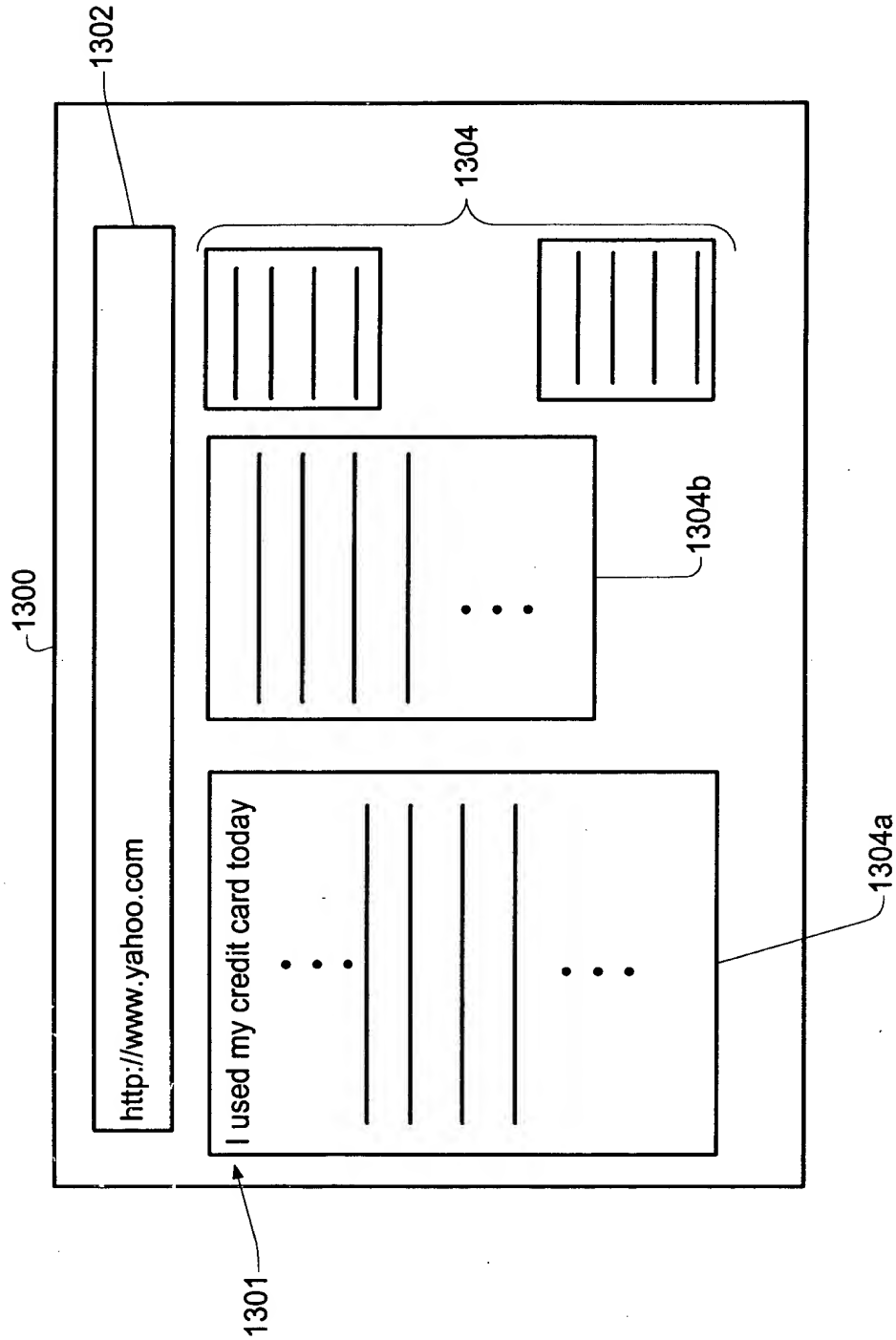


Fig. 13

13/45

credit	4000	4002	4005
--------	------	------	------

1402

1404

1420 Fig. 14A

4000	Exact	"credit card"	100	"check"	9000	1442
4002	Exact	"credit check"	100		9000	1444
4005	Fuzzy	"credit card APR"	60	"used"	9000	1446

1440 Fig. 14B

5001	www.yahoo.com	2	1462
5002	www.cnn.com	0	1464

Fig. 14C

1460

9000	5002	-	1480
------	------	---	------

Fig. 14D

14/45

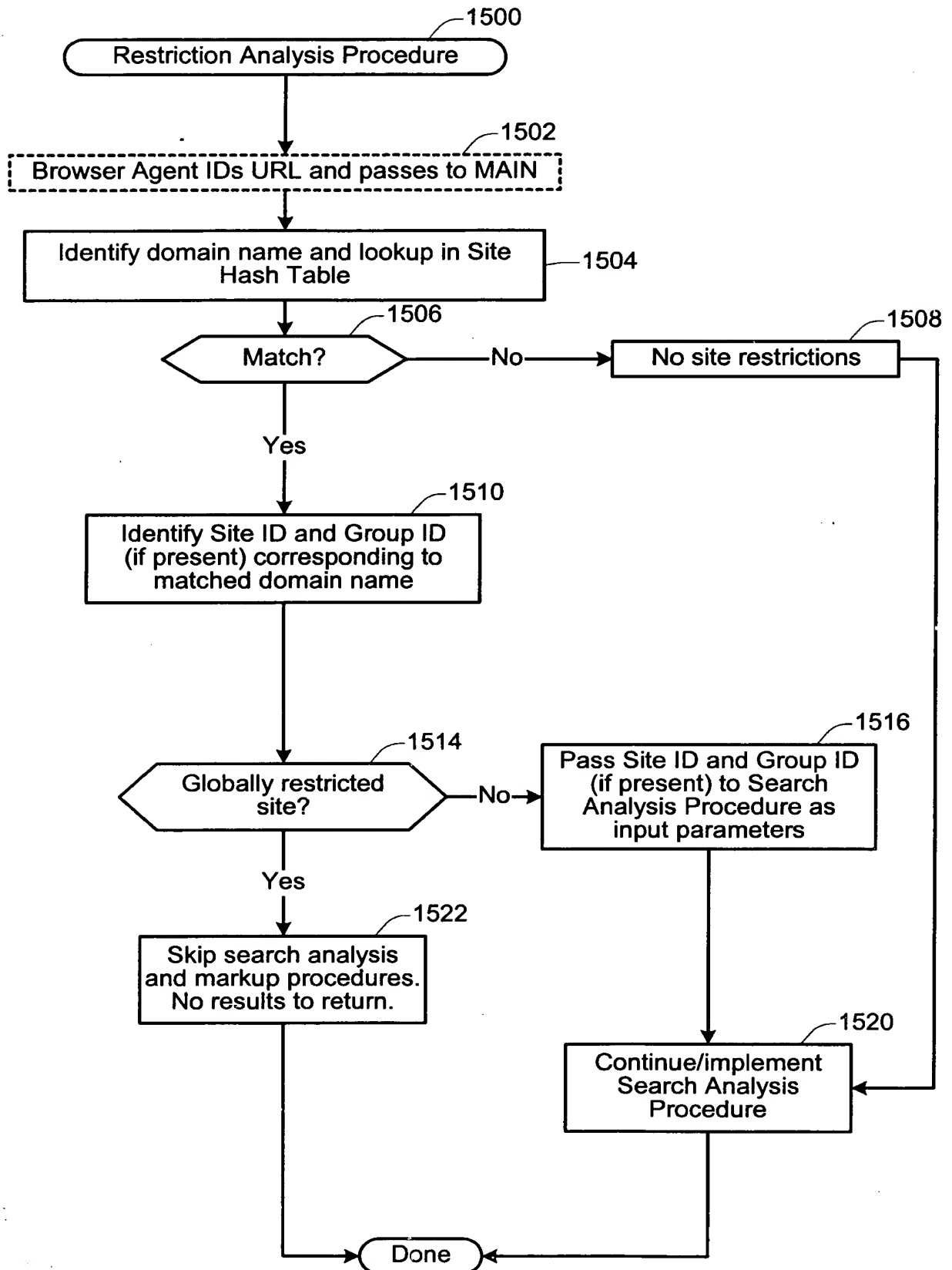


Fig. 15

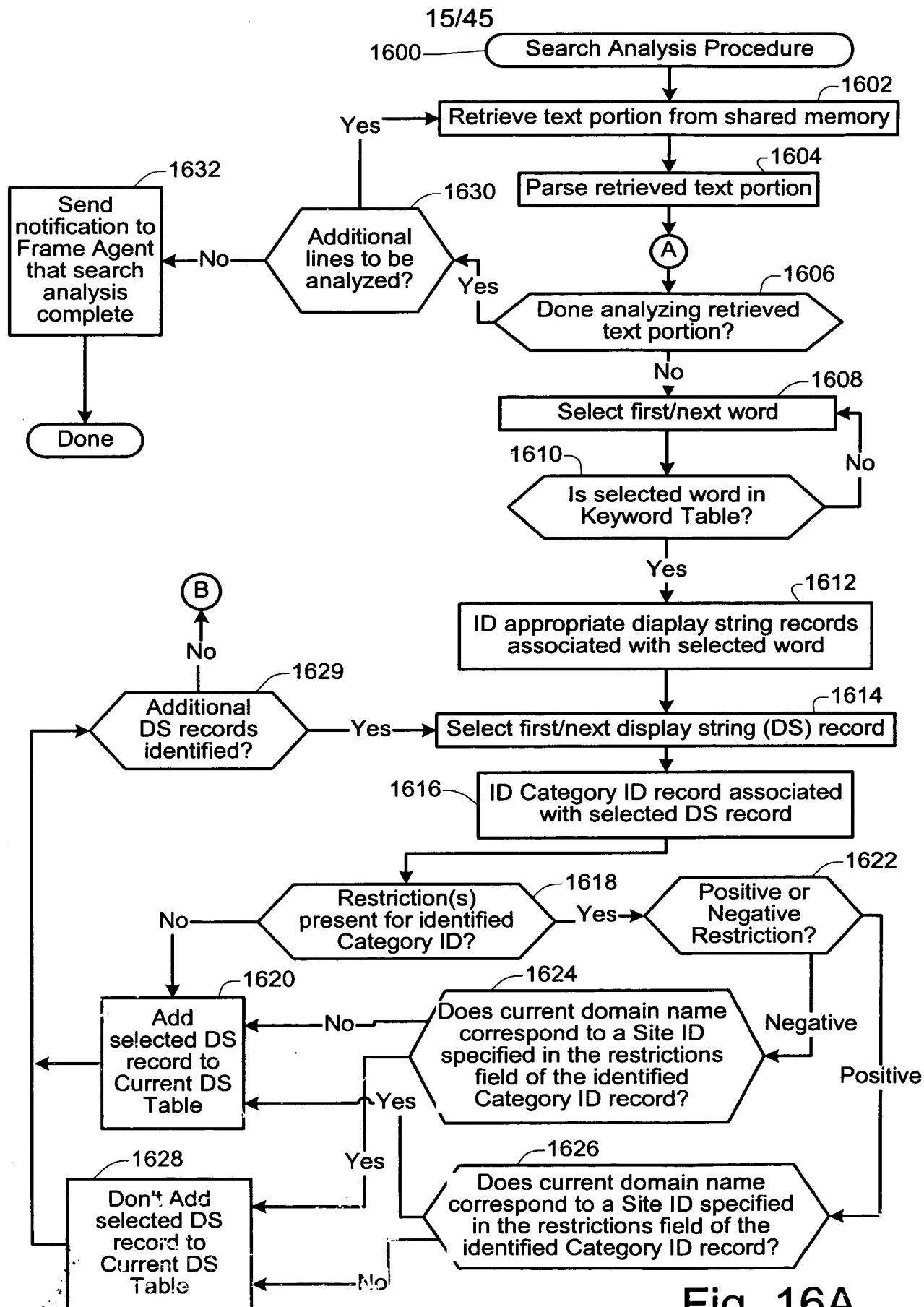


Fig. 16A

16/45

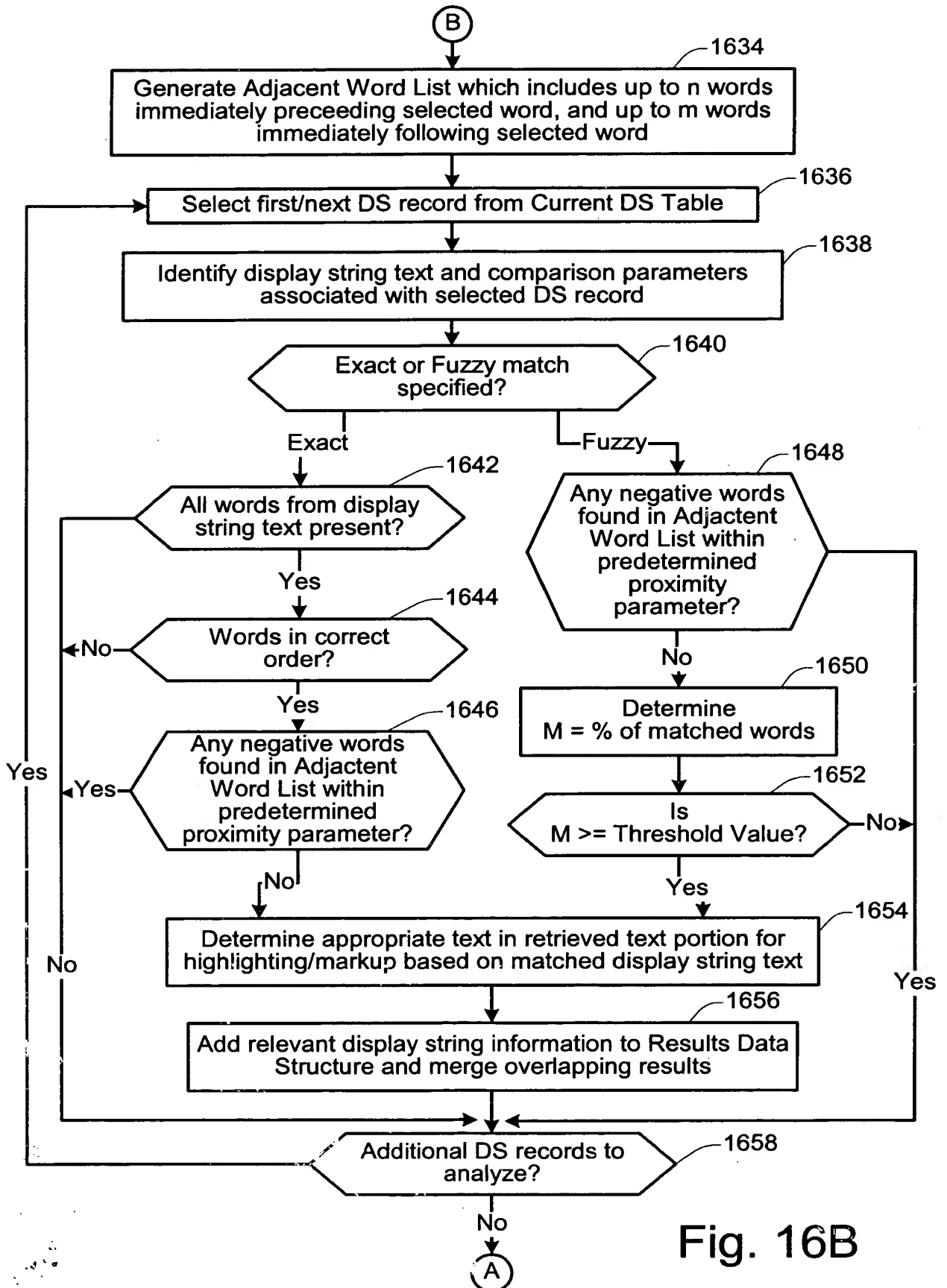


Fig. 16B

17/45

I	1
used	3
my	8
credit	11
card	18
today	23

Fig. 17A

1710

1712 1714

credit	card
x	x

Fig. 17B

1720

credit	check
x	

Fig. 17C

1730

credit	card	APR
x	x	

Fig. 17D

1740

18/45

4000	Exact	"credit card"	100	"check"	9000	1772
4002	Exact	"credit check"	100		9000	1774
4005	Fuzzy	"credit card APR"	60	"used"	9000	1776

1770 Fig. 17E

19/45

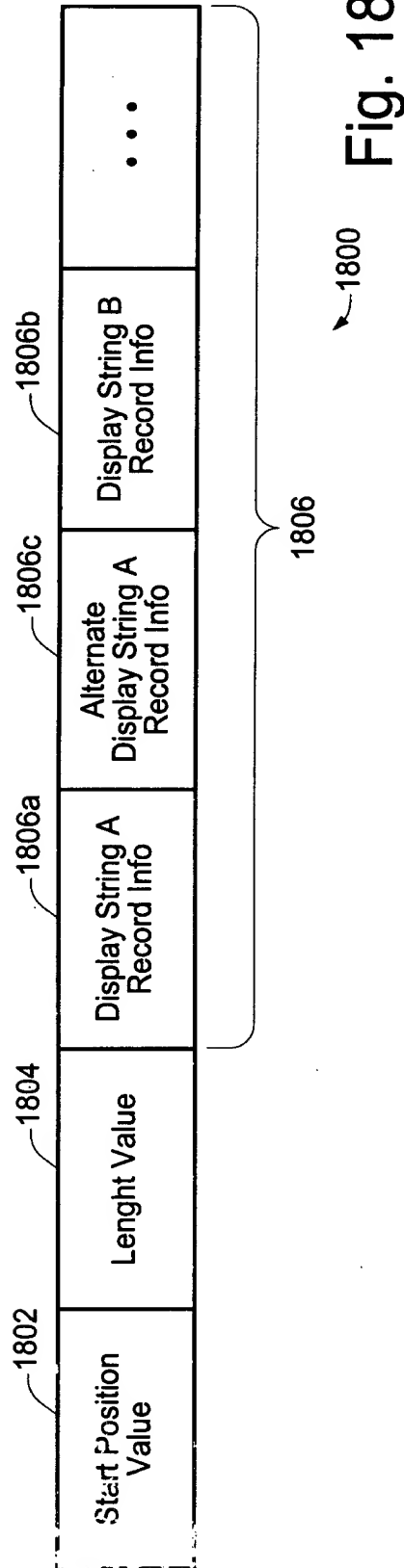


Fig. 18

20/45

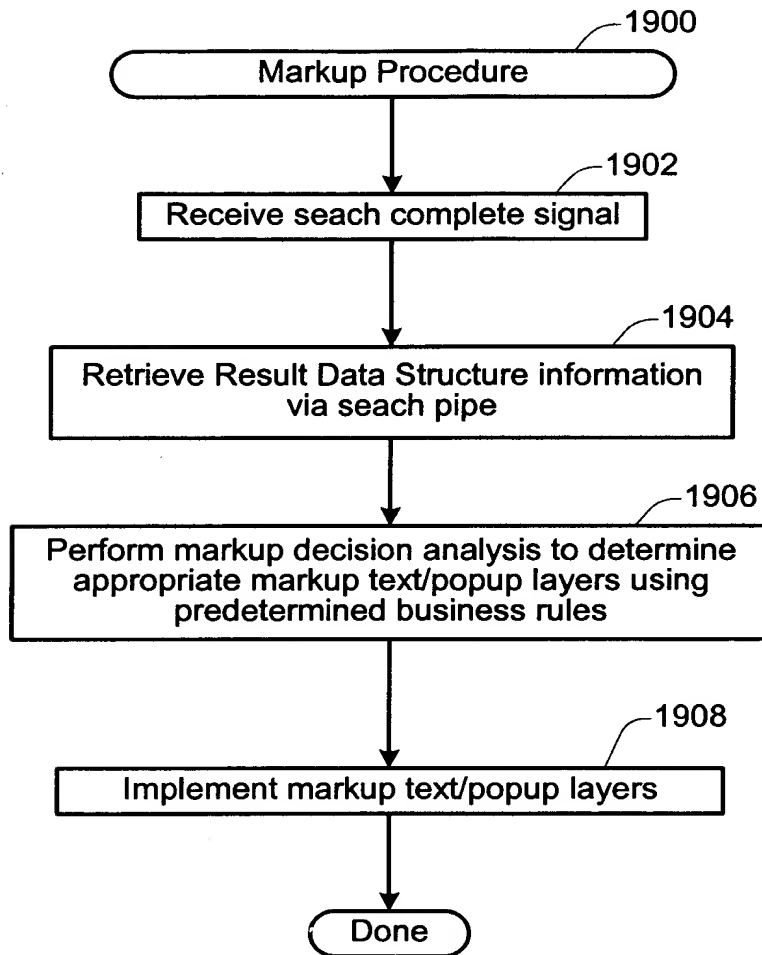


Fig. 19

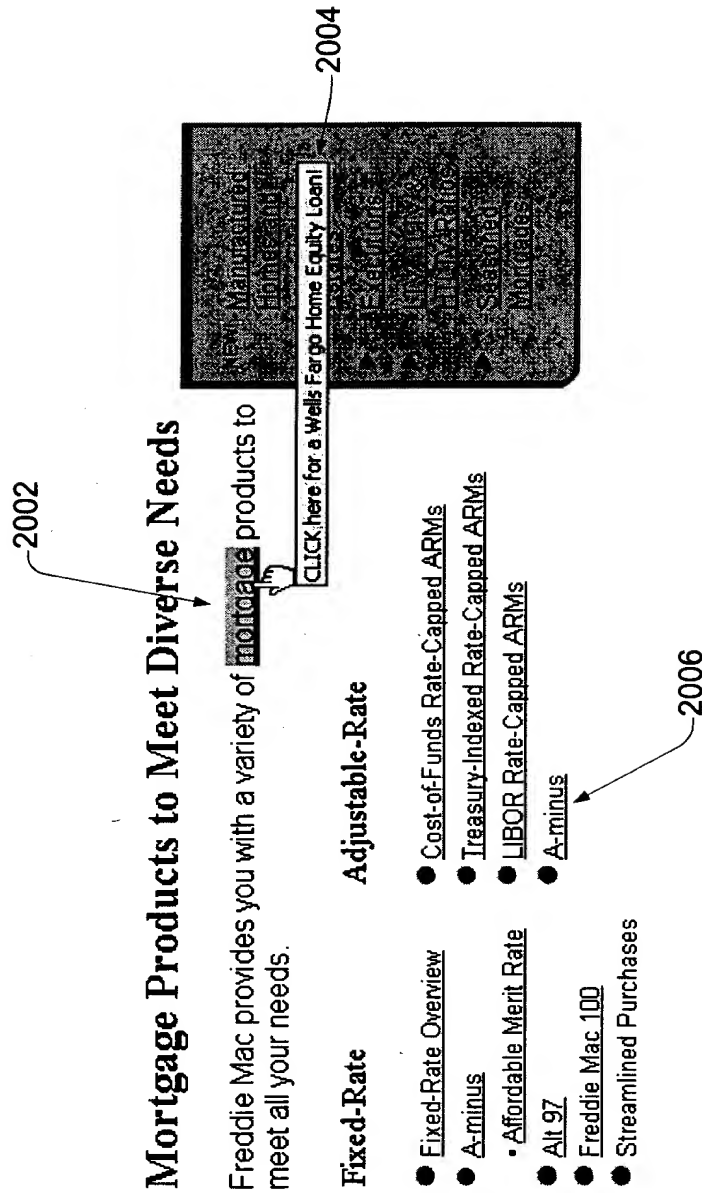


Fig. 20

22/45



Fig. 21

23/45

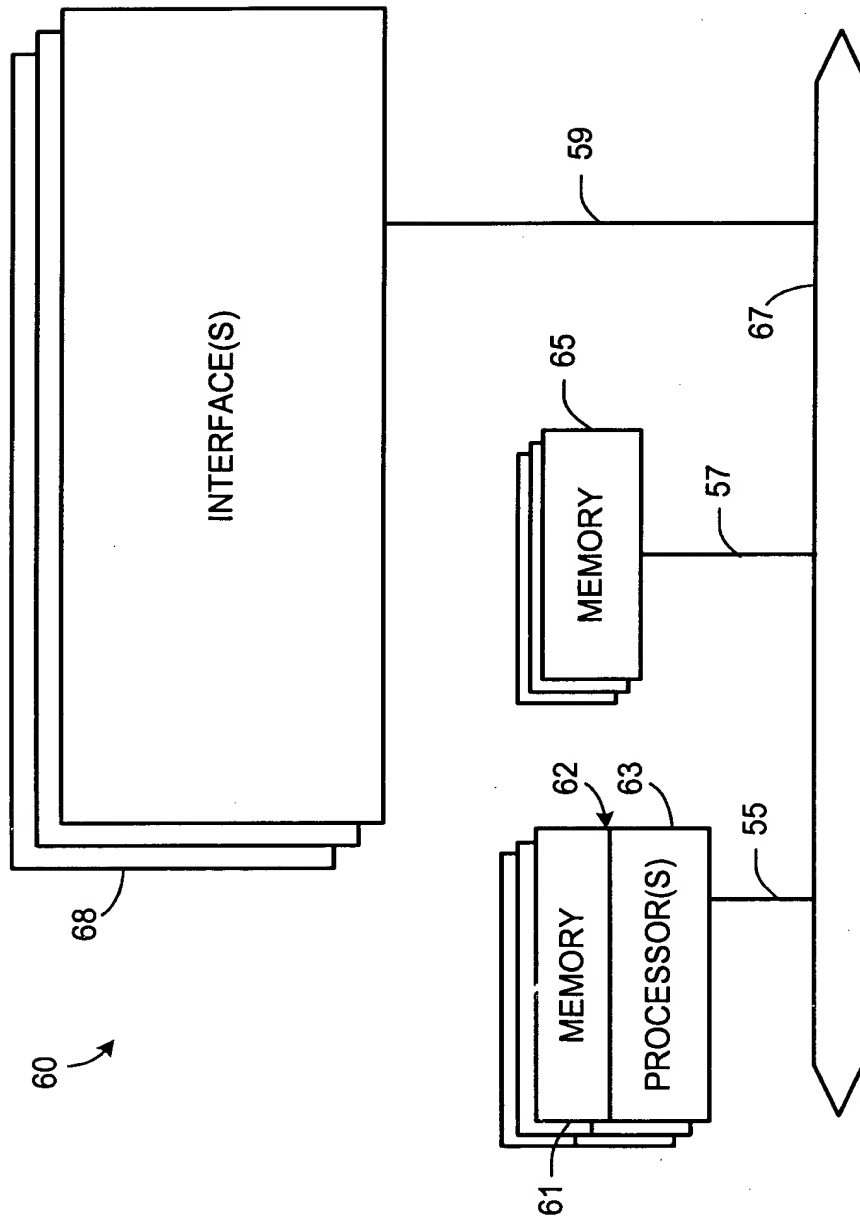


Fig. 22

24/45

Category	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec
Apparel & Beauty	0.704	0.793	0.925	0.937	0.999	0.944	0.903	1.045	0.946	0.940	1.113	1.760
Automotive	0.905	0.937	1.098	1.008	1.116	1.089	1.014	1.091	0.988	0.970	0.905	0.868
Computers & Electronics	0.971	0.909	0.980	0.873	0.931	0.928	0.931	1.000	0.948	0.916	1.072	1.531
Computers & Electronics: Internet												
Directories & Search												
Employment & Careers												
Entertainment	0.888	0.802	0.927	0.863	0.925	0.952	0.902	1.021	0.950	0.876	1.077	1.826
Entertainment: Books	0.888	0.802	0.927	0.863	0.925	0.952	0.902	1.021	0.950	0.876	1.077	1.826
Entertainment: Ent & life	0.888	0.802	0.927	0.863	0.925	0.952	0.902	1.021	0.950	0.876	1.077	1.826
Entertainment: Magazines	0.888	0.802	0.927	0.863	0.925	0.952	0.902	1.021	0.950	0.876	1.077	1.826
Entertainment: Matchmaking	0.888	0.802	0.927	0.863	0.925	0.952	0.902	1.021	0.950	0.876	1.077	1.826
Entertainment: Music	0.888	0.802	0.927	0.863	0.925	0.952	0.902	1.021	0.950	0.876	1.077	1.826
Entertainment: Sweepstakes												
Entertainment: Toys	0.706	0.771	0.912	0.924	0.963	0.902	0.856	0.963	0.905	0.936	1.230	1.936
Entertainment: Video	0.888	0.802	0.927	0.863	0.925	0.952	0.902	1.021	0.950	0.876	1.077	1.826
Health & Fitness												
Home & Family: Family												
Home & Family: Food	0.953	0.903	1.002	0.970	1.030	1.015	1.030	1.019	0.989	0.977	1.001	1.113
Home & Family: Home	0.828	0.810	0.977	1.069	1.198	1.112	1.039	1.067	0.998	1.039	0.953	0.896
Home & Family: Pets	0.706	0.771	0.912	0.924	0.963	0.902	0.856	0.963	0.905	0.936	1.230	1.936
Legal												
News & Politics												
Personal Finance & Banking												
Shopping	0.778	0.807	0.921	0.942	1.000	0.965	0.929	0.985	0.915	0.956	1.170	1.631
Sports												
Sports: Sportsgear	0.888	0.802	0.927	0.863	0.925	0.952	0.902	1.021	0.950	0.876	1.077	1.826
Telecom												
Travel												

Fig. 23

25/45

3000

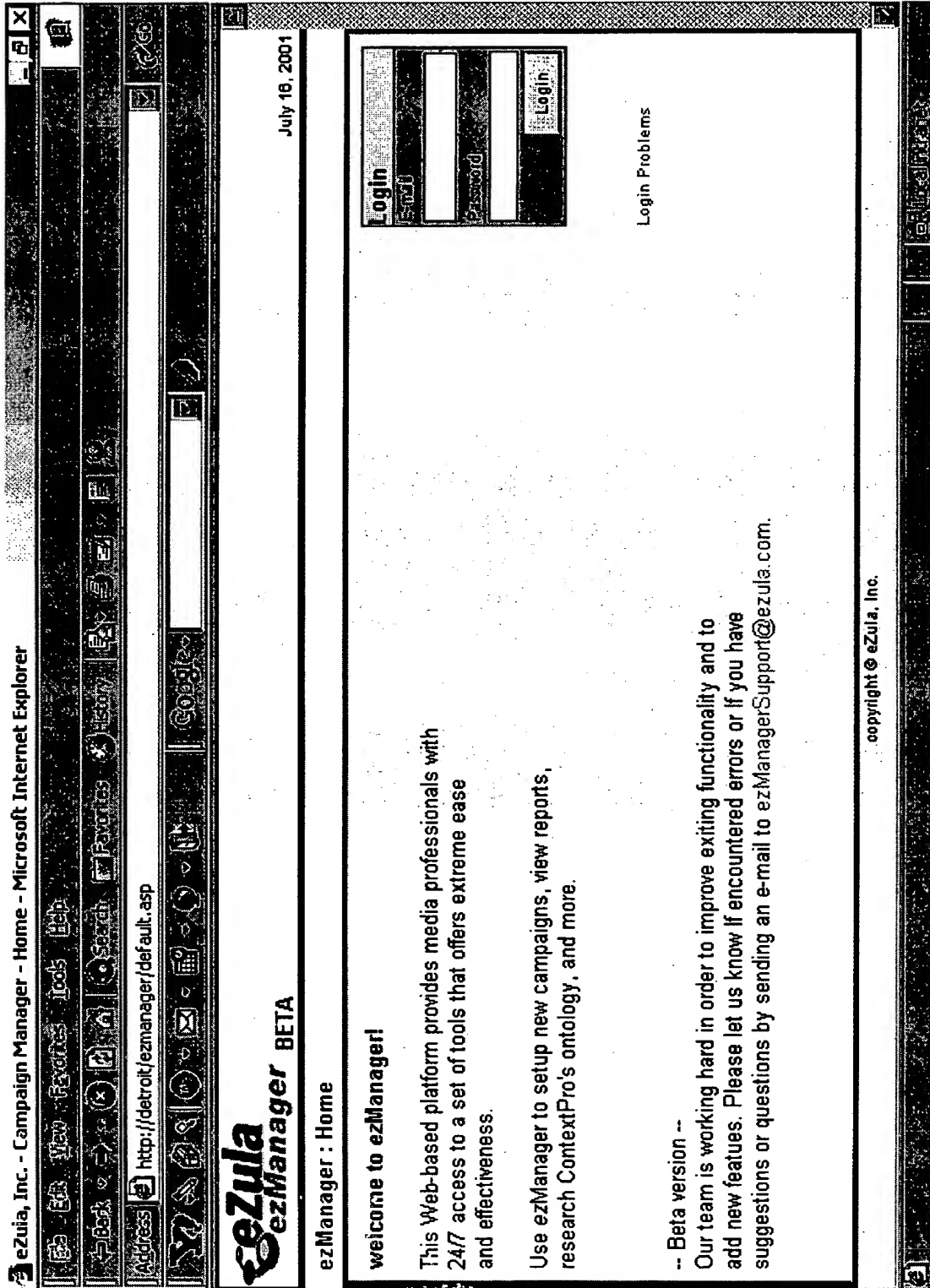


Fig. 24A

26/45

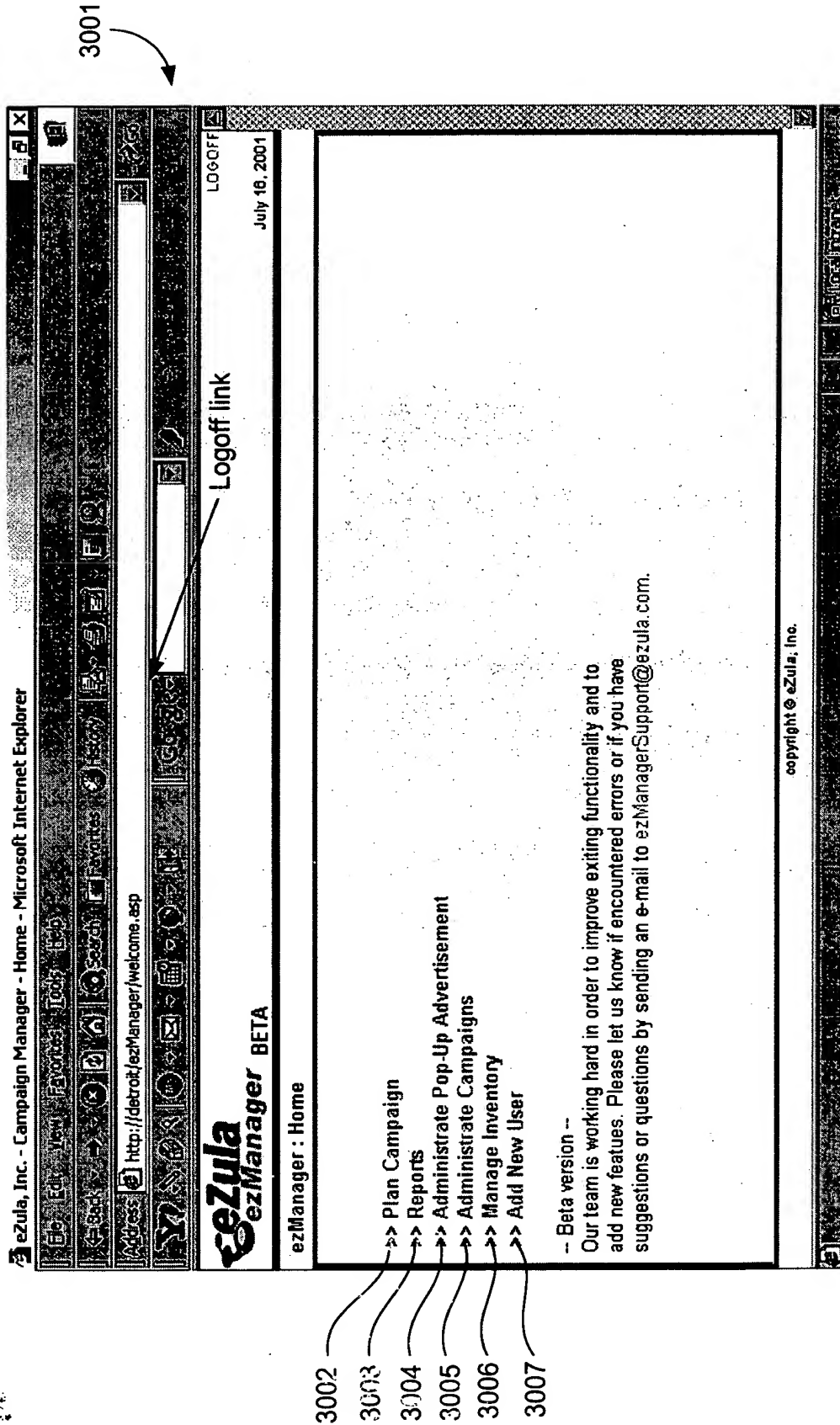


Fig. 24B

27/45

3008

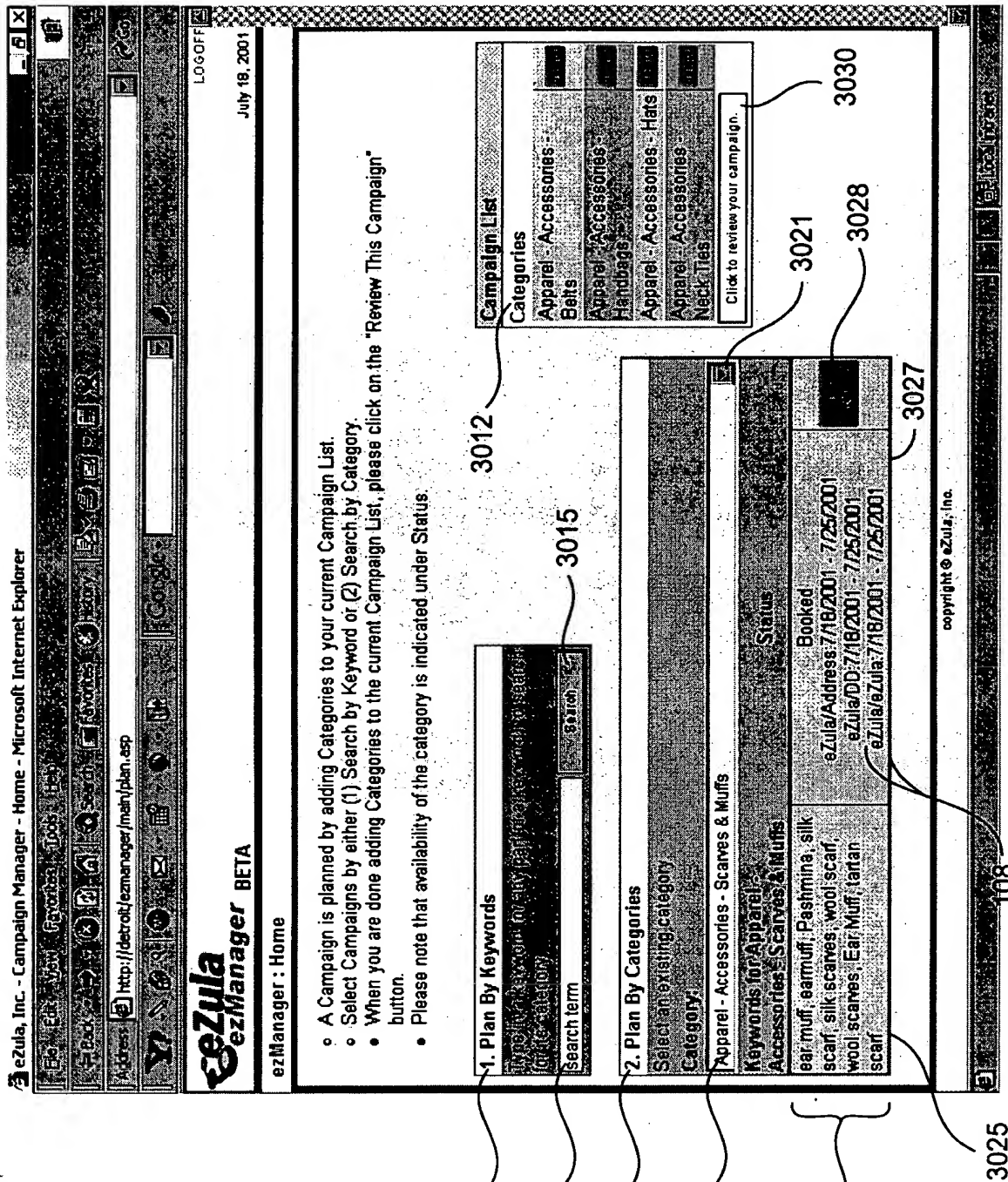


Fig. 24C

28/45

ezZula, Inc. - Campaign Manager - Home - Microsoft Internet Explorer

Address: http://detrol/ezManager/Main/SearchResults.asp?SearchString=clothing

Logout July 2, 2001

ezZula
ezManager BETA

ezManager: Search Results

3016

3013

3018

3020

3017

Search results for 'clothing'

Categories: Apparel - Hawaiian

Click to view your campaign

Search results for 'clothing'	Sum	Booked	Select
Babylon:14; Imesh:0; LingoWare:59; Sum: 73	6/27/2001 - 7/4/2001		<input type="checkbox"/>
Apparel			
Active Wear, Activewear, Boys Apparel, Boy's Apparel, Cardigan Sweater, Careerwear, Casualwear, clothing, clothing Company, crew neck, Dresswear, Girls Apparel, Girl's Apparel, Khakis, Knit Shirt, Mens Apparel, Men's Apparel, New Clothes, Turtleneck, Twinset, VNeck Sweater, Womens Apparel, Woman's Apparel			
Babylon:4; Imesh:42; LingoWare:6; Sum: 52	6/27/2001 - 7/4/2001		<input checked="" type="checkbox"/>
Apparel - Hawaiian			
Aloha Shirt, Hawaiian Clothing, Hawaiian clothing, Hawaiian Shirt, Straw Hat			
Babylon:39; Imesh:11; LingoWare:27; Sum: 77	6/27/2001 - 7/4/2001		<input type="checkbox"/>
Apparel - Work Clothes and Uniforms			
Uniforms, Work Clothes, Work clothing			

Back to Category List

copyright © ezZula, Inc.

Fig. 24D

29/45

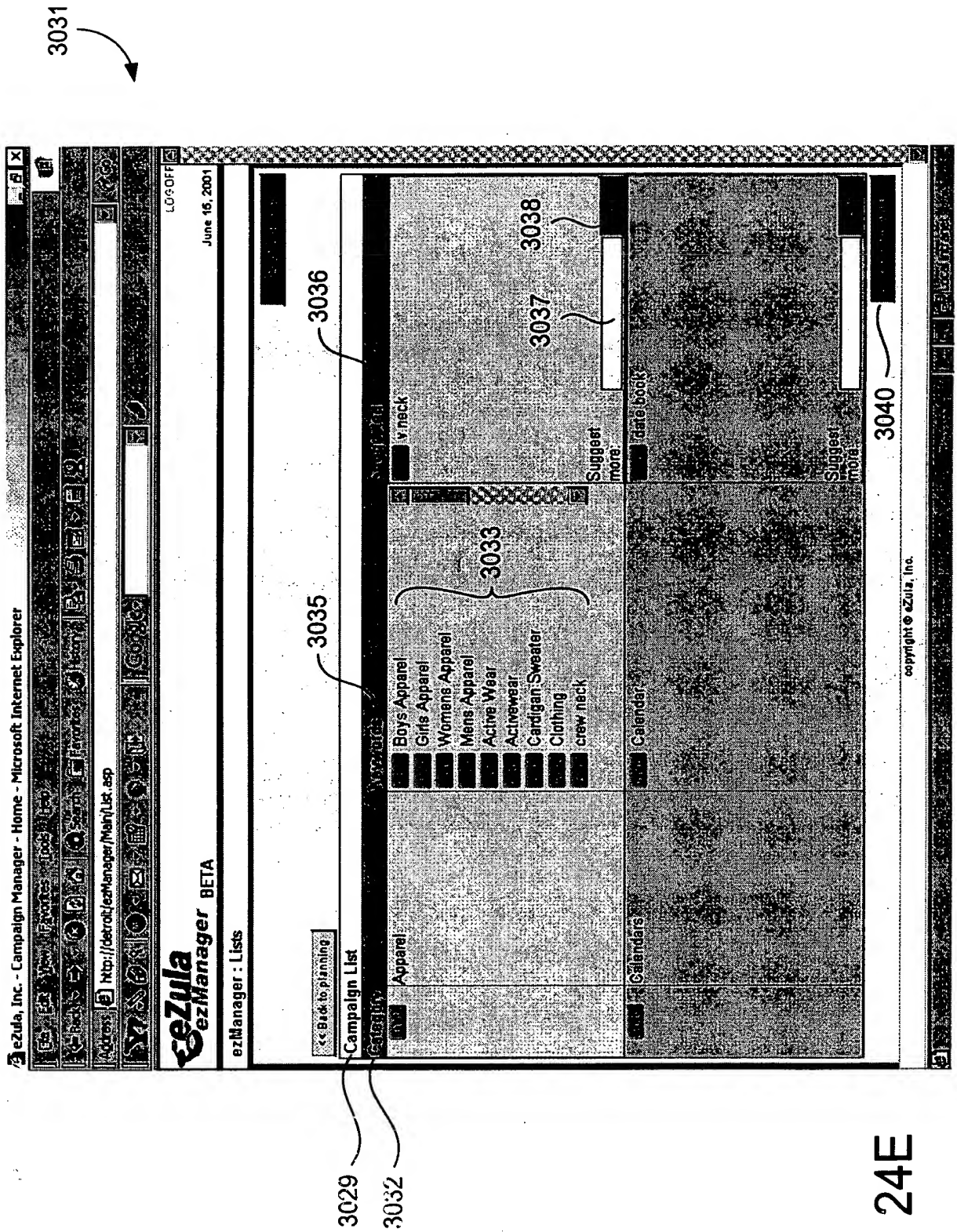


Fig. 24E

30/45

ezZula, Inc. - Campaign Manager - Home - Microsoft Internet Explorer

Address: http://detroit/ezManager/Main/Book.asp

ezZula
ezManager BETA

Logout July 2, 2001

ezManager: Book a Campaign

Campaign Properties

- Please enter the Title and URL destination for each category, then press 'update'.
- If there are multiple categories, the input boxes will become available only when all categories above are completely filled in.

Book a Campaign

Categories/Keywords	Destination Title	Destination URL
Apparel - Accessories Ear Muffs, Pashmina, silk scarf, silk scarves	3046	http:// 3047
Apparel - Hawaiian Alpha Shirt, Hawaiian Shirt, Hawaiian Clothing, Hawaiian Clothes		http://
Apparel - Work Clothes and Uniforms Work Clothing, Uniforms, Work Clothes		http://
Art Galleries Art Collecting, antique collecting, art galleries, art gallery, fine art, impressionist Art, lithographs, art		http://

copyright © ezZula, Inc.

Fig. 24F

31/45

3055

eZula, Inc. - Campaign Manager - Home - Microsoft Internet Explorer

Address: http://delrab/camanager/ManBook.asp#1071

• If there are multiple categories, the input boxes will become available only when all categories above are completely filled in.

3045

Categories	Keywords	Destination URL
Apparel - Necktie, Neck Tie	Neck Ties	http://www.neckties.com/
Accessories bow tie, bowtie,	(eZula: 255 characters)	(eZula: 255 characters)
Neck Ties power tie, tie pin, tie pin		

3046

3047

3053 Campaign Properties

3056

3057

3060

3062

Copyright © eZula, Inc.

Fig. 24G

32/45

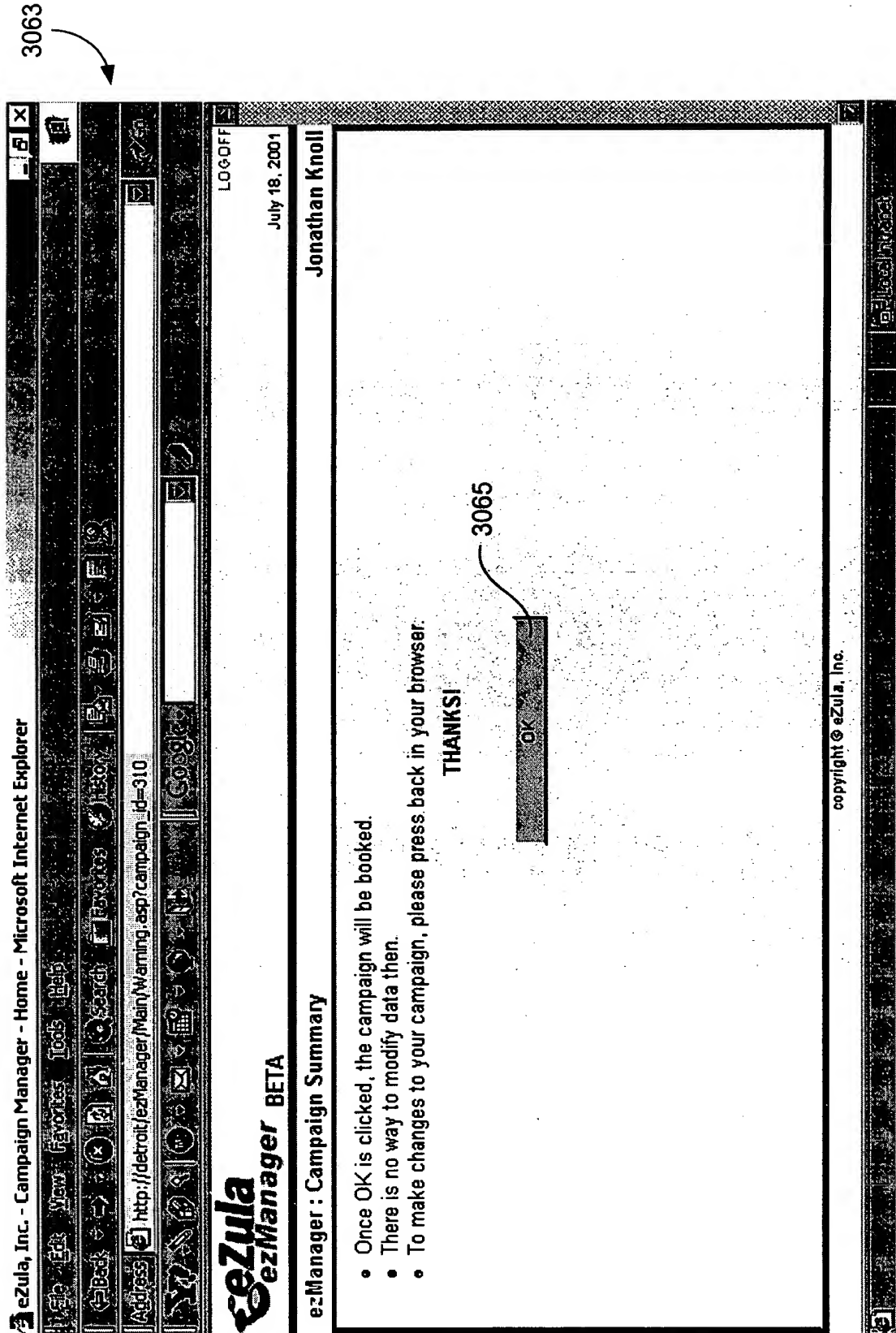


Fig. 24H

33/45

eZula, Inc. - Campaign Manager - Home - Microsoft Internet Explorer

Address: http://lebot/ezmanager/main/summary.asp?campaign_id=310&book=1083&keywords=View+Keywords

eZula
ezManager BETA

LOG OFF July 18, 2001 Jonathan Knoll

ezManager : Campaign Summary

Campaign Summary for Campaign #310: Your Campaign Name

Campaign Manager	Jonathan Knoll
Partners	eZula
Publishers	DD, Web3K, KaZaA, eAccel
Agency	The Agency
Advertiser	The Advertiser
Begin Date	7/19/2001
End Date	7/26/2001
Duration	7 days
GPG	0.6
Number of Clicks	10000
Notes	- Restricted Publishers - Restricted Sites (including advertisers)

Category Information

Category	Calendars
Booked For	DD, eAccel, KaZaA, Web3K
Category	Computing - Downloads - IM
Booked For	Address, DD, eAccel, eZula, KaZaA, Web3K

Book Campaign

Your Campaign: [View Campaign](#)

[Book Another Campaign](#)

copyright © eZula, Inc.

Keyword List

Calendar
april*
august*
december*
february*
january*
july*
june*
march*
may*
november*
october*
september*

3066

3068

3067

Fig. 241

3070

Fig. 24J

35/45

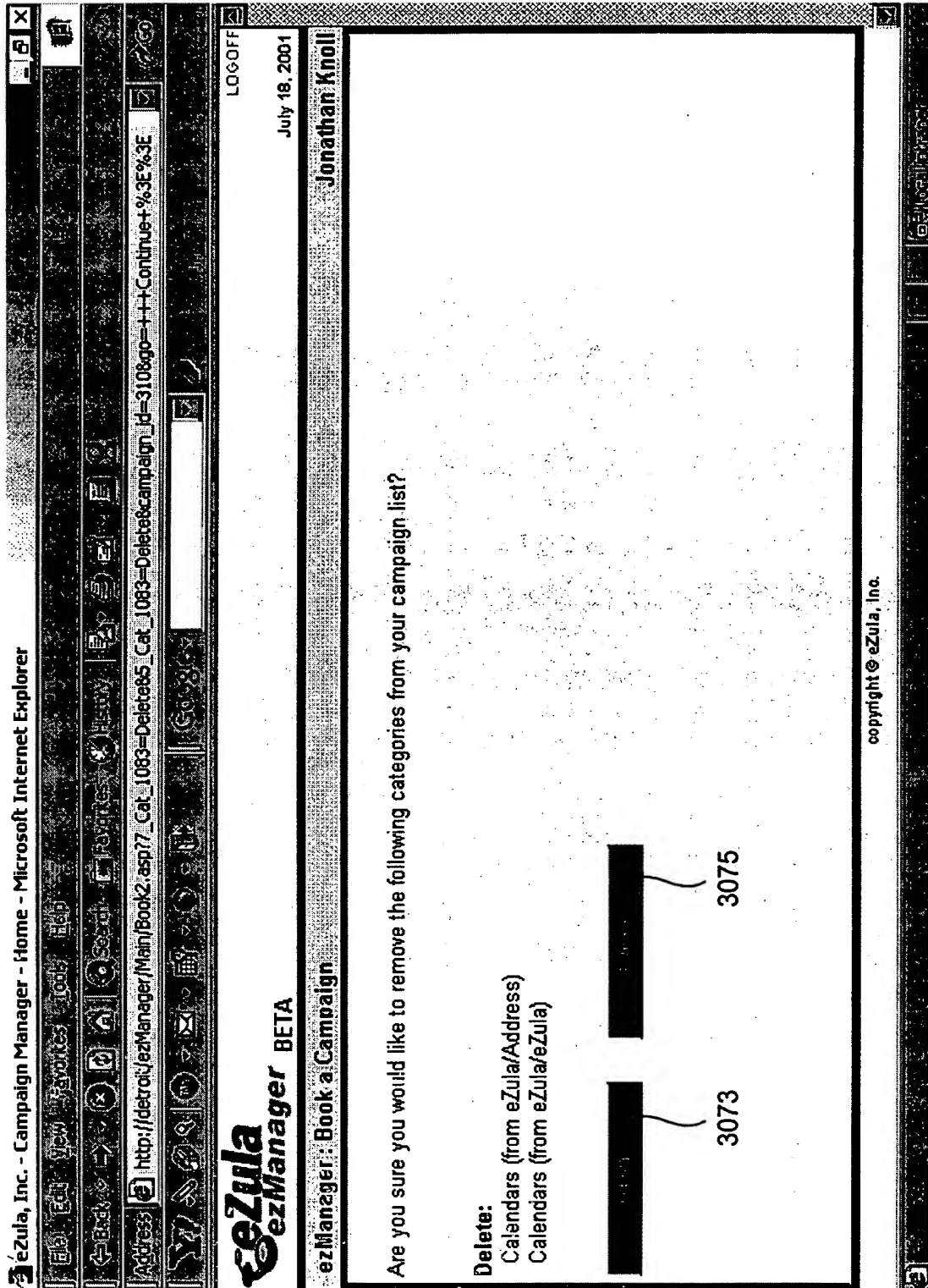


Fig. 24K

36/45

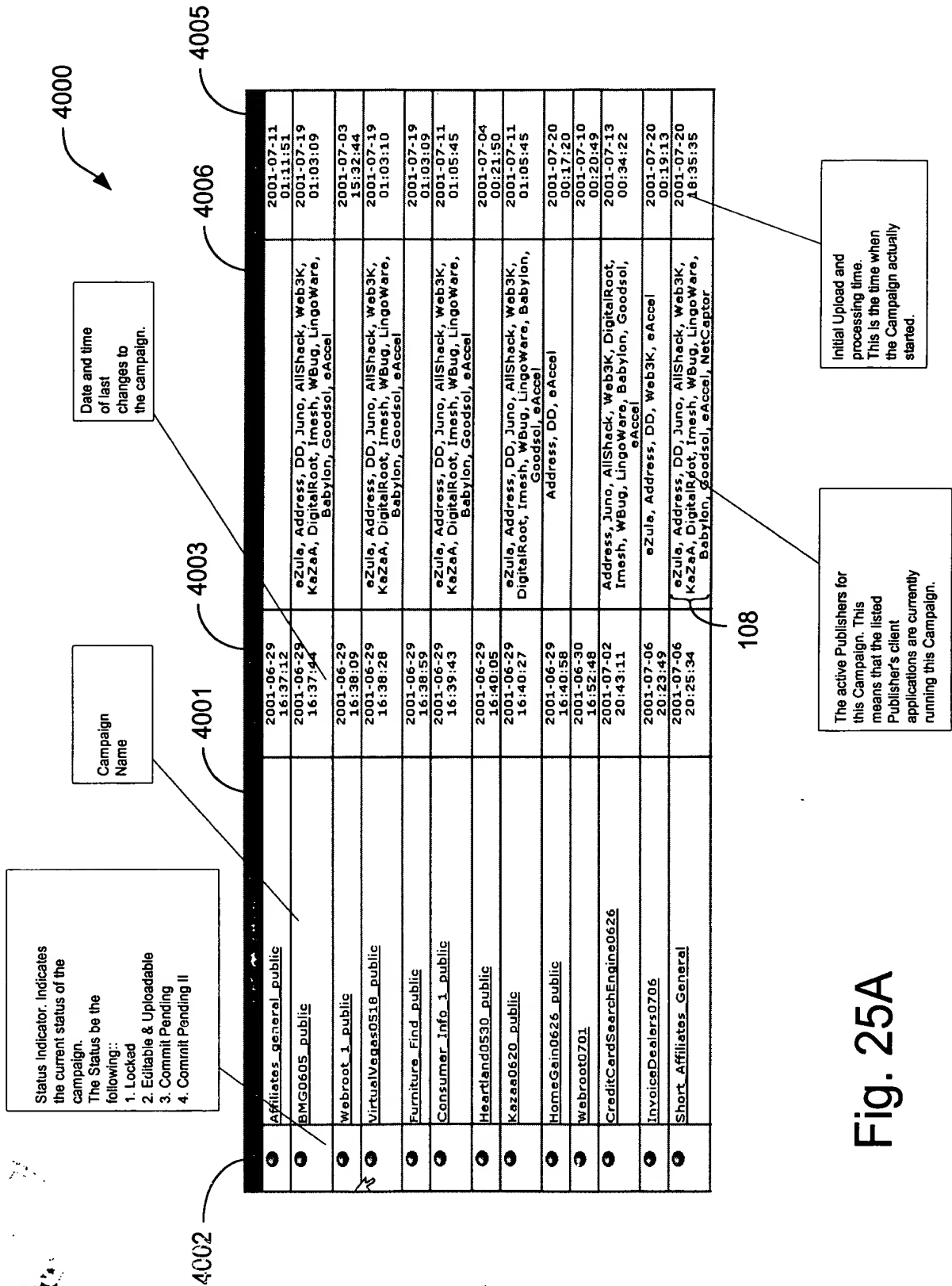


Fig. 25A

37/45

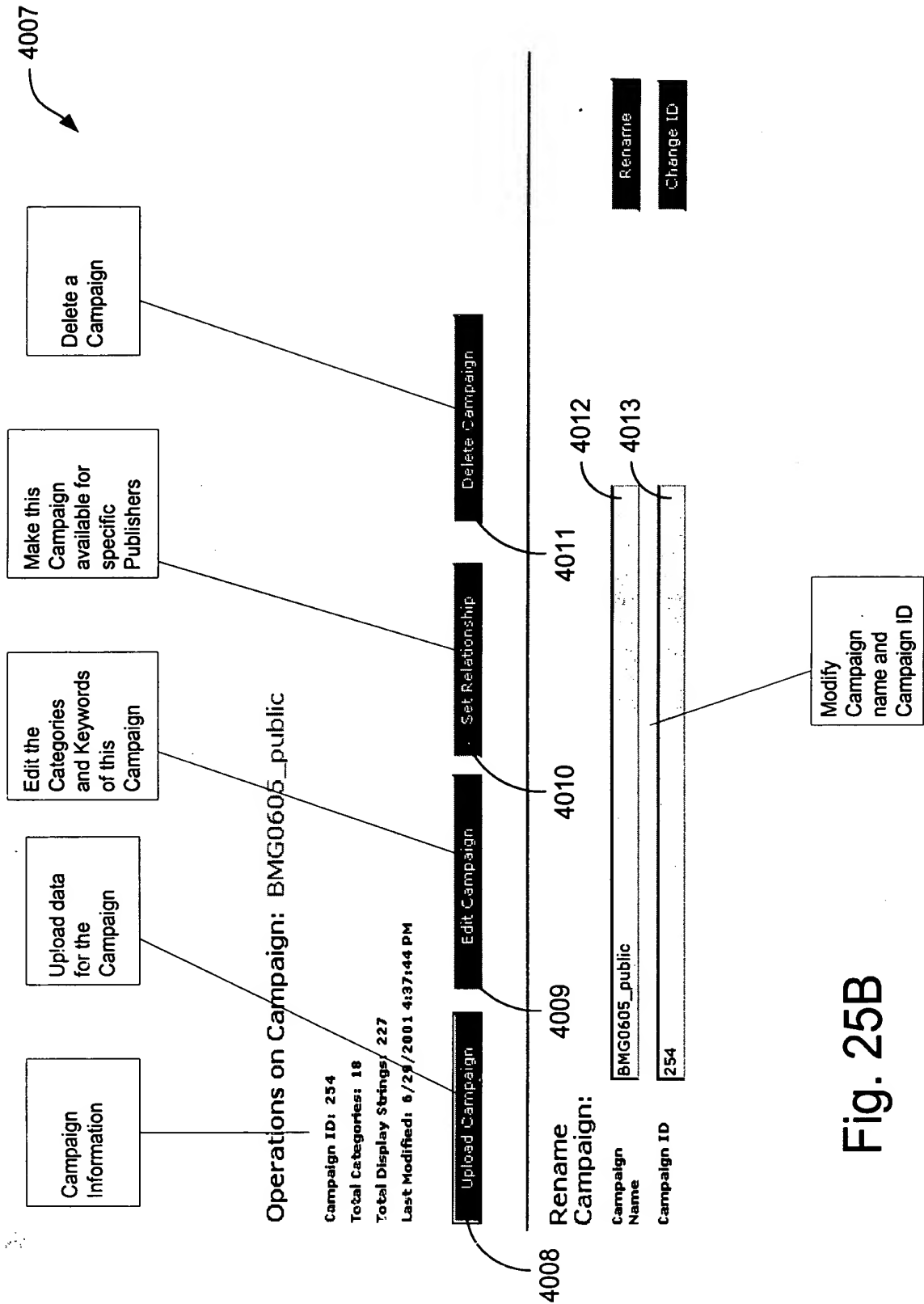


Fig. 25B

38/45

4015

Click to manage keywords

Click for Category Properties

Scroll through the Categories

Campaign name

View Categories Starting With: All A B C D E F G H I J K L M N O P Q R S T U V W X Y Z Non-Letter Current Index all

4016

Edit campaign: BMG0605_public

4017

Edit Category	Edit keywords of the category
Music - Styles Classical	Keywords
Music - Styles Discount	Keywords
Music	Keywords
Music - Artists	Keywords
Music - Artists - Beatles	Keywords
Music - Artists - Enya	Keywords
Music - Styles Jazz	Keywords
Music - Artists - Madonna	Keywords
Music - Club	Keywords
Music - Styles Country	Keywords
Music - Styles Rock	Keywords
Music - Styles Rap Hip Hop	Keywords
Music - Styles Pop	Keywords
Music - Styles Soul	Keywords
Music - Styles Alternative	Keywords

Move First Previous Next Move Last

Records 1 to 13 of 18

Fig. 25C

39/45

Edit Category Properties

Category Music - Styles Classical

Current Site www.bmgmusicSERVICE.com

EDIT

Limit per page 3

Priority 100

Site:

To change: select a new site from the list

OR

Add a new site (<http://www.site.com>)

Site logic

Unchecked: This category will NOT show in this site

Checked: This category will ONLY show in this site

Save Changes

4018

4020

4021

4022

4023

4025

Category name and the destination site

Limits per page for words from this category

Priority to follow for words from this category

Site Logic - show or do not show this category on the specified site(s)

Select Site from list or add new Site

Fig. 25D

40/45

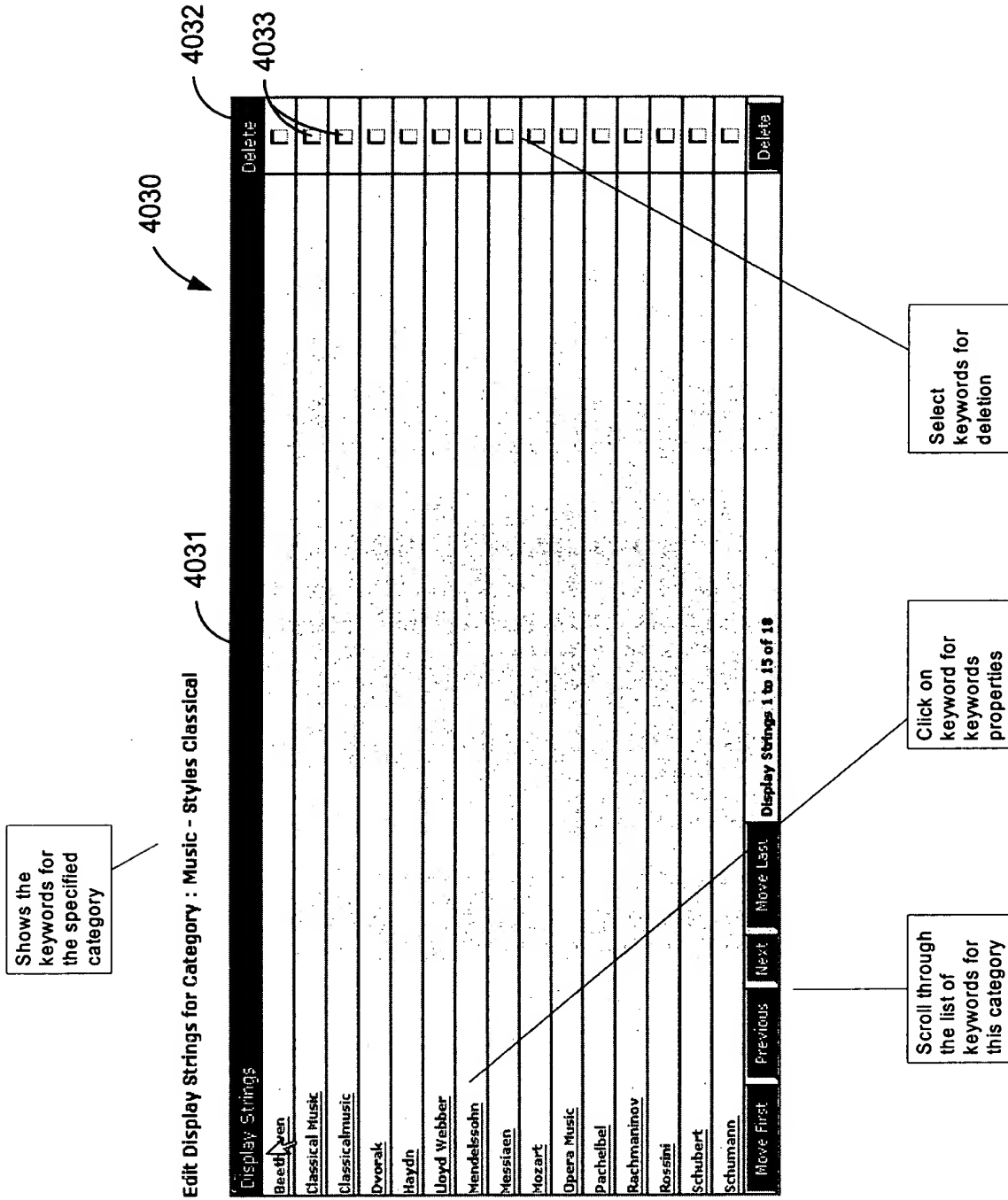


Fig. 25E

41/45

Add new Display Strings for Category : Music - 8styles Classical

Add new keywords for the specified category

Keyword (Display String)

Display String

Title

URL

Select an existing title from this list.

- Select a title -

-OR-

If the desired title is not currently in the list, type in a new title.

Add New

Title - the text message that appears on hover

URL destination upon click

4030

4035

4036

4037

4038

4040

4041

Fig. 25F

Campaign properties

Publishers

Set this Campaign for this Publisher - Yes or No

Current status of the Campaign per this Publisher

Set Campaigns - Publishers Relationship

Campaign Name: BMG6605_public
 Campaign ID: 254
 Campaign Version: 4.0

Publisher	Set Campaign - Publisher	As of: 7/23/2001 5:13:06 PM	Version for Publisher	Major
eZula	<input checked="" type="checkbox"/> Yes	Has Campaign	7.5	<input type="checkbox"/> Yes
Address 4055	<input type="checkbox"/> Yes	Does not have this campaign	19.10	<input type="checkbox"/> Yes
FreeServe	<input type="checkbox"/> Yes	Does not have this campaign	4.2	<input type="checkbox"/> Yes
QAtest1	<input type="checkbox"/> Yes	Does not have this campaign	0.0	<input type="checkbox"/> Yes
GatorTest	<input type="checkbox"/> Yes	Does not have this campaign	1.0	<input type="checkbox"/> Yes

Should the data update for this publisher be a Major or Minor update.

The data version of this Publisher

Fig. 25H

44/45

Categories File (points to Campaign Name field)

Data File (points to Campaign update version field)

Campaign Name (points to Campaign Name field)

Campaign version (points to Campaign update version field)

4060 (points to the instruction text: "Please use the following wizard in order to add to your current or new campaigns. All files must follow the default format that was established for you according to your specifications. If any changes are desired, please contact us.")

4061 (points to the Campaign Name field)

4062 (points to the Campaign update version field)

4065 (points to the Select Display Strings file field)

4063 (points to the Select Categories file field)

4066 (points to the Settings section)

Settings:

Load Type:

- ☒ **Entire Set**
The Data file includes both existing and new records. If not in this file, it will be deleted.
- ☐ **New & Updated Records**
The Data in the file is new records only. This data will be added to your already existing records on the server.

Next >>

Select between updating the entire set of data or just adding new records (points to the radio buttons)

Fig. 25I

45/45

Domain name

Select for deletion

This restrict sites list is a list of sites where the eZula markups will not take place. Once you add or delete to this list the changes will be propagated to the client applications.

Restricted Sites	Delete
63.200.130.235	<input type="checkbox"/>
backwire.com	<input checked="" type="checkbox"/>
betcbs.com	<input checked="" type="checkbox"/>
bmgmusicservice.com	<input type="checkbox"/>
care2.com	<input type="checkbox"/>
cdnip.com	<input type="checkbox"/>

Fig. 25J